

WXIX

ORDER

Flight Dates 10/03/12-10/09/12

Contract / Revision 831635 /
 Original Date / Revision 10/02/12 10/02/12
 Advertiser Romney, Mitt/R/President

Agency American Rambler Producti
 Buying Contact

138 Conant Street
 Beverly, MA 02494

Product
 ROMNEY FOR PRESIDENT

Agency Com 15%
 Billing Contact

138 Conant Street
 Beverly, MA 02494

Sales Office T-DC
 Sales Region National
 Agency Ref

Order Sep 00:00:00

Estimate # 472
 Alt Order # 06361347

Billing Type Cash
 Order Type Political
 Billing Cycle EOM/EOC
 Billing Calendar BROADCAST

Demographic A35+
 Rev Codes Agency Political Pol-Candic
 Product Codes PL565
 Priority P 3
 Advertiser Ref

Primary Account Executive
 Aaron Ashe

Account Executive	Order%	Start Date	End Date
Aaron Ashe	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
EXIX	%	
WBQC	%	
WCET	%	
WCPO	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	

Order Totals**Billing Plan**

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	46	\$25,585.00	\$30,100.00	0.00	10/01/12	10/09/12	46	\$25,585.00	\$30,100.00
Totals	46	\$25,585.00	\$30,100.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	WXIX	10/08/12	10/09/12	News @ 6a News @ 6am	Comm	6a-7a (6:00 AM-6:30 AM)	MT-----	:30	2	\$400.00	P 3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/08/12	10/14/12	MT-----		2		\$400.00		0.00					
E 2	WXIX	10/03/12	10/05/12	News @ 6a News @ 6am	Comm	6a-7a (6:00 AM-6:30 AM)	--WTF--	:30	2	\$400.00	P 3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/01/12	10/07/12	--WTF--		2		\$400.00		0.00					
E 3	WXIX	10/08/12	10/09/12	News @ 6a News @ 6am	Comm	6a-7a (6:30 AM-7:00 AM)	MT-----	:30	2	\$400.00	P 3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/08/12	10/14/12	MT-----		2		\$400.00		0.00					



Contract / Revision **831635** Flight Dates **10/03/12-10/09/12**

Hiatus Dates

Original Date / Revision 10/02/12/ 10/02/12

Order Sep 00:00:00

Advertiser **Romney, Mitt/R/President** Product **ROMNEY FOR PRESIDENT** Estimate # **472**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 4	WXIX	10/03/12	10/05/12	News @ 6a News @ 6am	Comm	6a-7a (6:30 AM-7:00 AM)	-- WTF--	:30	2	\$400.00	P 3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-- WTF--	2		\$400.00		0.00						
E 5	WXIX	10/03/12	10/05/12	News @ 7a News @ 7am	Comm	7a-9a (7:00 AM-7:30 AM)	-- WTF--	:30	2	\$400.00	P 3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-- WTF--	2		\$400.00		0.00						
E 6	WXIX	10/08/12	10/09/12	News @ 7a News @ 7am	Comm	7a-9a (7:00 AM-7:30 AM)	MT-----	:30	2	\$400.00	P 3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	MT-----	2		\$400.00		0.00						
E 7	WXIX	10/08/12	10/09/12	News @ 7a News @ 7am	Comm	7a-9a (7:30 AM-8:00 AM)	MT-----	:30	2	\$400.00	P 3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	MT-----	2		\$400.00		0.00						
E 8	WXIX	10/03/12	10/05/12	News @ 7a News @ 7am	Comm	7a-9a (7:30 AM-8:00 AM)	-- WTF--	:30	2	\$400.00	P 3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-- WTF--	2		\$400.00		0.00						
E 9	WXIX	10/03/12	10/05/12	News @ 7a News @ 7am	Comm	7a-9a (8:30 AM-9:00 AM)	-- WTF--	:30	2	\$400.00	P 3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-- WTF--	2		\$400.00		0.00						
E 10	WXIX	10/08/12	10/09/12	News @ 7a News @ 7am	Comm	7a-9a (8:30 AM-9:00 AM)	MT-----	:30	2	\$400.00	P 3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	MT-----	2		\$400.00		0.00						
E 11	WXIX	10/03/12	10/05/12	News @ 9a NEWS @ 9A	Comm	9-10A (9:00 AM-9:30 AM)	-- WTF--	:30	2	\$300.00	P 3	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-- WTF--	2		\$300.00		0.00						
E 12	WXIX	10/08/12	10/09/12	News @ 9a NEWS @ 9A	Comm	9-10A (9:00 AM-9:30 AM)	MT-----	:30	2	\$300.00	P 3	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	MT-----	2		\$300.00		0.00						
E 13	WXIX	10/08/12	10/09/12	Jeopardy 730P JEOPARDY	Comm	730-8P	MT-----	:30	2	\$1,200.00	P 3	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	MT-----	2		\$1,200.00		0.00						
E 14	WXIX	10/03/12	10/05/12	Jeopardy 730P JEOPARDY	Comm	730-8P	-- WTF--	:30	3	\$1,200.00	P 3	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-- WTF--	3		\$1,200.00		0.00						
E 15	WXIX	10/08/12	10/09/12	Late News M-F Late News M-F	Comm	10-11P (10:00 PM-10:30 PM)	MT-----	:30	2	\$1,000.00	P 3	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	MT-----	2		\$1,000.00		0.00						
E 16	WXIX	10/03/12	10/05/12	Late News M-F Late News M-F	Comm	10-11P (10:00 PM-10:30 PM)	-- TF--	:30	2	\$1,000.00	P 3	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						



Contract / Revision **831635** Flight Dates **10/03/12-10/09/12**

Hiatus Dates

Original Date / Revision 10/02/12/ 10/02/12

Order Sep 00:00:00

<u>Advertiser</u>	Romney, Mitt/R/President	<u>Product</u>	ROMNEY FOR PRESIDENT	<u>Estimate #</u>	472
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														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 16	WXIX	10/03/12	10/05/12	Late News M-F Late News M-F	Comm	10-11P (10:00 PM-10:30 PM)	---TF--	:30	2	\$1,000.00	P 3	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---TF--		2				\$1,000.00		0.00			
E 17	WXIX	10/08/12	10/09/12	Late News M-F Late News M-F	Comm	10-11P (10:30 PM-11:00 PM)	MT-----	:30	2	\$1,000.00	P 3	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MT-----		2				\$1,000.00		0.00			
E 18	WXIX	10/03/12	10/05/12	Late News M-F Late News M-F	Comm	10-11P (10:30 PM-11:00 PM)	---TF--	:30	2	\$1,000.00	P 3	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---TF--		2				\$1,000.00		0.00			
E 19	WXIX	10/08/12	10/09/12	News @ 5a News @ 5a	Comm	5a-6a (5:30 AM-6:00 AM)	MT-----	:30	2	\$200.00	P 3	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	MT-----		2				\$200.00		0.00			
E 20	WXIX	10/06/12	10/06/12	LATE RUN M-SU NEWS/LATE	Comm	VARIOUS	-----1-	:30	1	\$800.00	P 3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----1-		1				\$800.00		0.00			
E 21	WXIX	10/06/12	10/06/12	LATE RUN M-SU NEWS/LATE	Comm	VARIOUS	-----1-	:30	1	\$800.00	P 3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----1-		1				\$800.00		0.00			
E 22	WXIX	10/07/12	10/07/12	FOX News Sunday Fox News Sunday	Comm	8am-11am (10:00 AM-11:00 AM)	-----1	:30	1	\$150.00	P 3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----1		1				\$150.00		0.00			
E 23	WXIX	10/07/12	10/07/12	SU 8-830P SIMPSONS	Comm	SU 8-830P	-----1	:30	1	\$1,750.00	P 3	0.00	NM	1	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----1		1				\$1,750.00		0.00			
E 24	WXIX	10/07/12	10/07/12	Late News Su Late News Sun	Comm	10-1102P (10:00 PM-10:30 PM)	-----1	:30	1	\$1,000.00	P 3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----1		1				\$1,000.00		0.00			
N25	WXIX	10/03/12	10/03/12	LATE RUN M-SU NEWS/LATE	Comm	VARIOUS	--W----	:30	2	\$1,000.00	P 3	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--W----		2				\$1,000.00		0.00			
Totals													46	\$30,100.00	